



Co-funded by the  
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of the European Union



# Fostering a technopreneurial ecosystem

IdeaSpace Foundation  
BEEHIVE 4th Partner Meeting  
April 17-20, 2018



## Objectives

- Understand & assess where your startup ecosystem is on the spectrum
- Identify strengths and weaknesses,
- Use inform as basis for next action steps to drive further progress

## Activity

- Ecosystem Mapping (via Startup Community Maturity Model)



[www.ideaspacefoundation.org](http://www.ideaspacefoundation.org)

# WHAT WE DO



## INSPIRE

Educate communities on innovation and entrepreneurship through bootcamps and workshops

## INCUBATE

Accelerate startup progress and growth through an immersive 6-month incubation – acceleration program

## INTEGRATE

Build a cohesive support ecosystem for startups through institutional collaborations

## WHERE WE ARE

68

Startups Funded

300+

Tech Events

4000+

Applications

36

Provinces



The 1<sup>st</sup> Public-Private  
Partnership for Innovation

[www.ideaspacefoundation.org](http://www.ideaspacefoundation.org)

## NETWORKING EVENTS



## ACCELERATORS:



## MEDIA:



## VENTURE CAPITAL (EARLY STAGE):



Wireless Wings

## VENTURE CAPITAL (SERIES A & B):



## GOVERNMENT:



## CO-WORKING SPACE:



## NETWORKING EVENTS

**Startup  
GRIND**  
powered by  
Google for Entrepreneurs

**GEEKS  
ON A BEACH**

**NEGOSYO**  
Gagat sa Kahirapan

**Talino  
TALKS**

**TOP ECHELON**

**startup  
weekend**

**fd**  
FOUNDERS DRINKS

**The  
Startup  
Conference**

**angelhack  
MANILA**

**TechTalks.ph**  
Meet Learn Thrive

#RaidTheFridge

## ACCELERATORS:

**ideaspace**

**KICKSTART**

**PSIA**

Philippine Software Industry Association  
25 years of software development excellence



**FOUNDER  
INSTITUTE**



**Enterprise**  
Innovation. Connect. Sustain.



**ROCKETINTERNET**



Ateneo Innovation Center



**DLSU Business  
Incubator Facility**

## MEDIA:



RAPPLER

**TECHINASIA**

## VENTURE CAPITAL (EARLY STAGE):

**hatchd**

**NOVA  
FOUNDERS**



**NEW LEAF VENTURES**  
BUILDING BETTER BUSINESSES

Wireless Wings

## VENTURE CAPITAL (SERIES A & B):

**NARRA**  
Venture Capital



**abotiz**  
Equity Ventures



**MICHAEL BRUMMER  
& ASSOCIATES INC.**

## GOVERNMENT:



**OPEN DATA  
PHILIPPINES**

## CO-WORKING SPACE:

**co.lab**

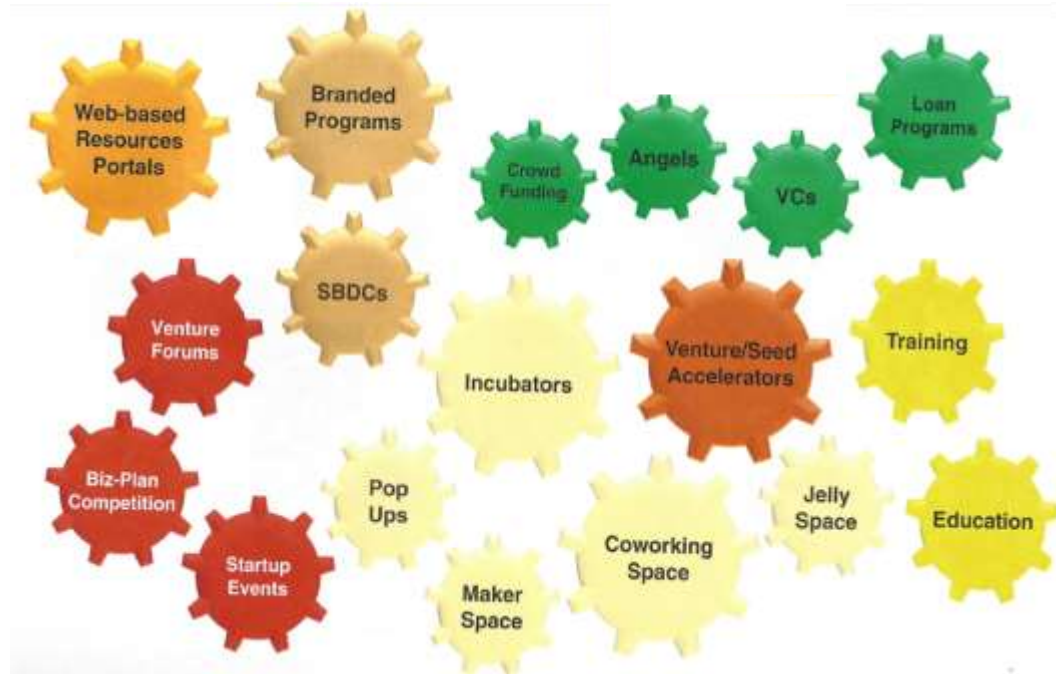


**a-space**

**ideaspace**

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# Components of an entrepreneurial ecosystem







# Putting things to context

- Using the Startup Community Maturity Model (Techstars)
  - 5 vectors
  - 7 stages



# 5 Key Vectors for Startup Communities

1. **Density:** physical and digital networks of all stakeholders involved
1. **Culture:** #givefirst, hustle, inclusiveness, and identity
1. **Capital:** fuelling people's passion and real innovation
1. **Talent:** diverse, highly skilled, and capable talent
1. **Regulatory Environment:** permission-less innovation



# 7 Stages of Startup Communities

1. **Nascent** - just getting started
2. **Foundational** - the building blocks
3. **Accelerating** - momentum and alignment
4. **Established** - to be great or not to be great, that is the question
5. **High Functioning** - a leading global market
6. **Progressive** - pushing the boundaries and advancing the definition
7. **Aspirational** - imagine what is really possible in a truly global startup ecosystem



## Workshop: SCMM

- Rate our communities
  - Identify contributors
  - Come up with action steps
- Present



# Bottom Line

1. It takes an ecosystem to raise a startup
2. Your accelerator is not alone in this endeavor to help startups
3. Give help and ask for help
4. Acceleration is an iterative process



**BREAK**



# Feedback on output

More event collaborations-- has to go beyond the collaboration, set metrics, get data (contact information, profile of the startups)

Good: Enhance alumni engagements-- get them as mentors / judges

Remember that startup support entities may exist but are not collaborative-- not good for the startups



# Market Validation for Product-Market Fit

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# Objectives

- Gain empathy for the entrepreneur as stepping stone to serve them in relevant ways
- Understand the importance of the market validation process
- Determine next steps to achieve product-market fit for your accelerator

# Activity

- Ecosystem Mapping



# Defining the MVP for your accelerator

- What does the entrepreneur need > what do I have that I can supply them
  - Pivot or Perish
- Provide market-driven solutions; deliver a relevant program
- Validating assumptions (scientific method, startup-style)

**Focus: entrepreneur**



# MVP Defined: Refining the Model

## Pre-assessment steps:

Stakeholders have already conducted sufficient research or other assessment to determine that they wish to proceed with a specific MVP.

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## Assessment steps:

### Assess Market Conditions

Review existing data and reports



Conduct stakeholder interviews



Analyze results and determine/clarify market needs



### Prepare Solutions

Define MVP w/ specific components



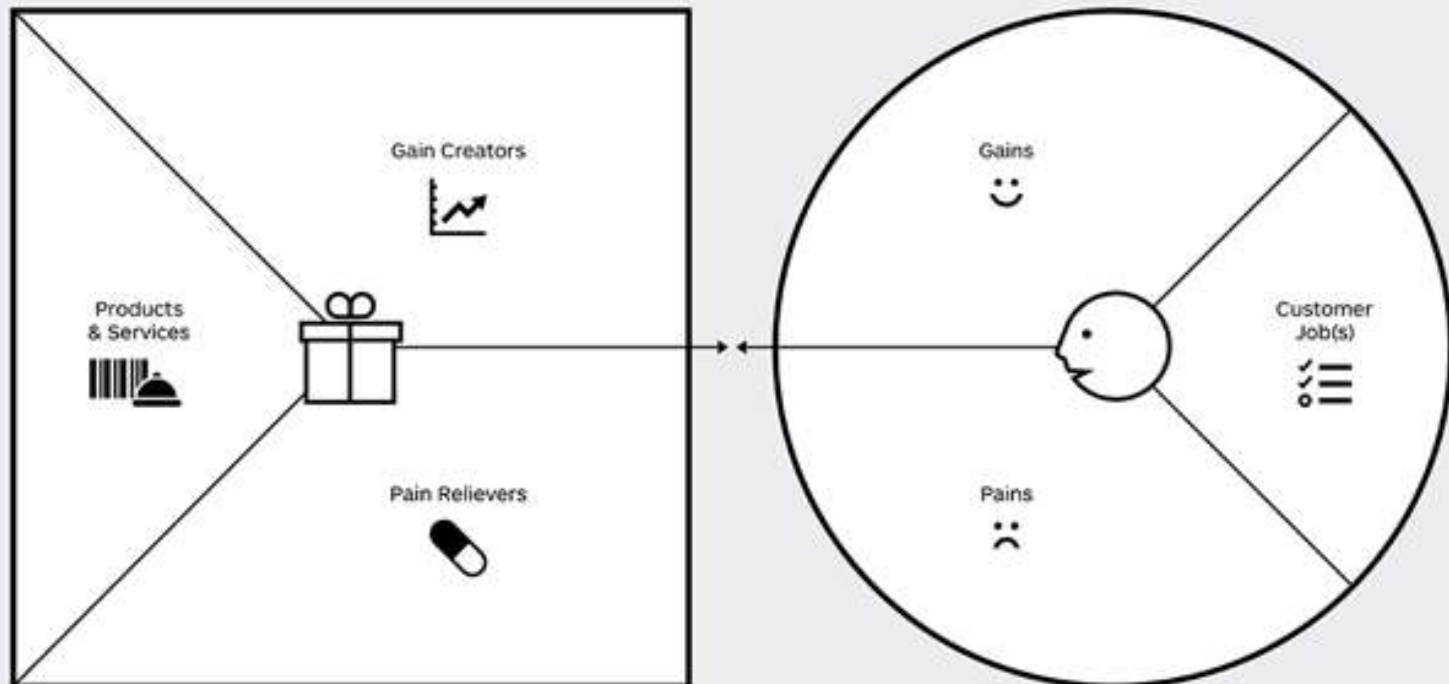
# Use Findings to Guide the Planning Process

- Profile of potential users
- Estimate demand
- Determine capacity of existing programs & resources
- Identify “gaps”
- Define a MVP or model that:
  - Relieves pains
  - Generates gains

# The Value Proposition Canvas

Value Proposition

Customer Segment





# Lean Startup: Value Proposition Canvas

**Jobs** describe the things your customers are trying to get done in their work or in their life. A customer job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

**Gains** describe the outcomes and benefits your customers want. Some gains are required, expected, or desired by customers, and some would surprise them. Gains include functional utility, social gains, positive emotions, and cost savings. Gains are the positive states of being our customer is searching for.

**Pains** describe anything that annoys your customers before, during, and after trying to get a job done or simply prevents them from getting a job done. Pains also describe risks, that is, potential bad outcomes, related to getting a job done badly or not at all. Pains are the negative states of being our customer is hoping to avoid.



# Lean Startup: Value Proposition Canvas

**Gain Creators** describe how your products and services create customer gains. They explicitly outline how you intend to produce outcomes and benefits that your customer expects, desires, or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.

**Pain Relievers** describe how exactly your products and services alleviate specific customer pains. They explicitly outline how you intend to eliminate or reduce some of the things that annoy your customers before, during, or after they are trying to complete a job or that prevent them from doing so.



# Workshop: Build a VPC for your Accelerator

Pre-assessment:

What are they trying to get done?

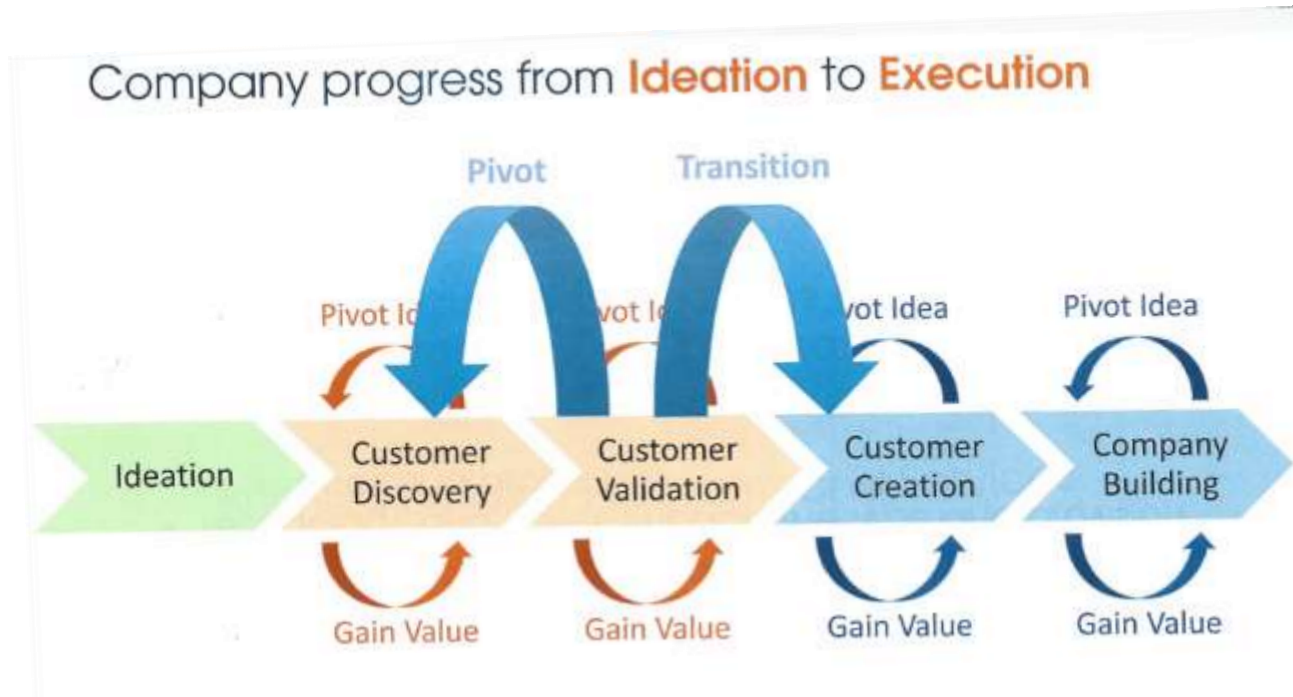
Pains? Gains?

Timeline?

How do these insights align to your offering i.e. what will your Gain Creators and Pain Relievers be?



# Building your accelerator is a process





# Bottom Line

1. Running an accelerator is beyond provision of space and computers
2. Building a well-designed accelerator program involves a human-centered approach
3. Designing around empathy and insights gained. Feedback is a gift!
4. FOCUS on the ENTREPRENEUR